

WORLD INC.



WHEN IT COMES TO SOLUTIONS — BOTH LOCAL AND GLOBAL —
BUSINESSES ARE NOW MORE POWERFUL THAN GOVERNMENT.
WELCOME TO WORLD INC.

by Bruce Piasecki
Founder & President — AHC Group

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"In *World Inc.* Dr. Bruce Piasecki sheds light on some profound changes taking place around the world, and the rapidly expanding role of global business enterprises in shaping the future. It is an eye-opener."

— [Charles Osgood](#)



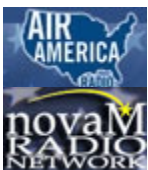
"Bruce Piasecki has spent his career bringing people together to discuss the challenging issues of the times. If you spend much time with Bruce, you'll undoubtedly notice that he listens intently and takes copious notes. He always knows when to inject a certain catalyst to spark and stimulate the discussion. *World Inc.* captures many of these thoughts and his vision into the future, and offers a unique opportunity to benefit from these thousands of encounters that Bruce has experienced."

— **Sam Smolik,**
Vice President — **Health, Safety, Security and Environment**
[Shell Group](#)



"Riveting is not a word normally associated with business books, but that was my first reaction to Bruce Piasecki's latest contribution to the literature on sustainability...and that was after only the first chapter."

— **Richard H. Walker,**
Sr. National Manager — **Environmental Solutions**
[Siemens Building Technologies](#)



"*World Inc.* ably demonstrates that we are indeed becoming one world. Corporations can either step up to their role as good stewards or pay the price in the marketplace. This book should be on every decision-maker's desk. Kudos to Bruce Piasecki for doing the work necessary to bring about this much needed paradigm shift."

For more information, please contact Lily Gedney at 518-583-9615 or Lily@ahcgroup.com.

www.worldincbook.com

— Sheldon Drobney,
Co-founder of [Air America Radio](#) and [Nova M Radio](#)



“...in his latest book, *World Inc.*, Bruce Piasecki has captured some of the most powerful cases of this exchange that supports the conclusion that *environmental leadership is sound business and can also meet the expectations of society.*”

— Stephen J. Myers
V.P. — Environmental Risk Management Practice
[Rutherford](#)



"No business can remain competitive, open to new markets and new opportunities, without driving every level of its business toward the concept of social response capitalism and product development. *World Inc. demonstrates that corporate social responsibility is not simply about doing good, but doing good business by developing products that the market demands — and which also deliver value to shareholders and society alike.*"

— Mel Jones
President and CEO
[Sterling Planet](#)



"In 2007, with the emergence of huge multinational companies, Piasecki has again discovered a critical alignment that will shape our future. Companies, rather than nations, are taking the lead in social causes such as environmental sustainability, energy conservation and worker safety. *World Inc.* discusses the alignment of these social causes with the core financial and quality demands of corporations in the marketplace. Business leaders will want to read Piasecki's exploration of this new alignment and what it means to future corporate competitiveness. Activists in the causes of energy, environment and health must read it as a handbook to new partners and tools in pursuit of their vital missions."

— Jerry Hudson
Vice President & Chief Quality Officer
[Concurrent Technologies Corporation \(CTC\)](#)

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"Dr. Piasecki's style reminds me of [Thomas Friedman](#), whose gift includes the ability to frame complex issues and communicate them in an easy-to-understand and engaging manner. And by demonstrating a pragmatic insight of business, Dr. Piasecki has convinced me that our future is secure. The 'green' appetite by the consuming public will continue to accelerate exponentially as the participation of more socially responsible corporations grows. Everyone benefits!"

— **Marty Rolnick, Sr. Vice President,**
[The Media Group](#)

Endorsement by a Key Officer at an International Nonprofit Leadership Organization



"In *World Inc.* Bruce Piasecki solidly conveys the ever successive need to grasp the interdependence between products, profits and people. It is accessible, honest and the next must-read for business leaders genuinely seeking to understand the future of sustainable development in the lineage of Hawken's *Ecology of Commerce*, Zadek's *Civil Corporation*, Elkington's *Cannibals with Forks* and Hopkins' *Planetary Bargain*."

— **David Monsma,**
Executive Director — Energy and Environment Program,
[The Aspen Institute](#)



"The guiding value of what Piasecki terms 'senile' capitalism was profit maximization through raw competition. That was surely the dominant operating principle of business in the late 19th and early 20th centuries. More recently, it spawned a wave of contempt for government and a profound suspicion of regulation. But I think that 'socially responsive' capitalism requires a much more nuanced balance between competition and cooperation."

— **Ross Gelbspan**

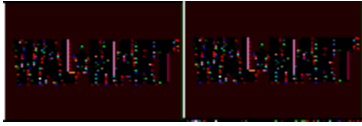
BC Hydro "In *World Inc.*, Bruce Piasecki invites us to view business from a new perspective — one which offers inspired possibilities for a better world from designing better products. Through social response we are called to a higher order of vision, integrity, and leadership for managing our businesses in the 21st century."

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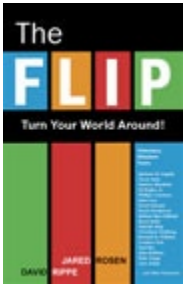
— **Bruce Sampson,**

**Vice President, Sustainability,
[BC Hydro](#)**



“In his book, *World Inc.*, Bruce Piasecki explores the changing role of business in the 21st Century, and the strategy of business sustainability as a source of inimitable competitive advantage. Today, as many business leaders revisit the question — 'What will it take for our company to continue its rate of growth for the next 20 years?' — they find that the answers for the next 20 years are markedly different from those of the past. Bruce contributes to this discussion by going beyond the usual topics of resource capacity and the unintended consequences of world economic development, to examine the changing role of business, and the capabilities and strategies required by leaders to excel in the empowered, social network of the emerging global economy.”

— ***Tyler J. Elm Senior Director,
Corporate Strategy & Finance, Wal-Mart Stores, Inc.***



"*World Inc.* is a watershed book that is not only relevant and topical, but vital. Bruce Piasecki lays out the moral imperative for our business and political leaders. The game has changed. To be successful in the twenty-first century, *all* stakeholders must be taken into consideration, from shareholders to workers to citizen-consumers. We will only survive if we work together for the betterment of all. Few people are as qualified as Dr. Piasecki to lead this charge. For anyone concerned about the future, *World Inc.* is a must-read."

— **David Rippe, President/Founder,
[Celestia International](#)**

"*This book should be read by all consumers and corporate managers who care about the future of this planet. This very readable book points towards practical and pragmatic solutions to designing and manufacturing products that enhance our twenty-first century lifestyles without depleting earth's finite resources.*"

— ***Frank Boren, former President of the Nature Conservancy, Member of the ARCO Board of Directors, and Founder of Sustainable Conservation***

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